

Which are your favorite Benson & Hedges 100's sweepstakes?

You have a choice of 100 prizes, each in its own sweepstakes.

Anything from a new 1975 car to a hundred-million-year-old footprint of a dinosaur. Or a sailboat. A home sauna. A tree house. Or one of 9 trips. Or a zootful of animal crackers. A tubful of hotel towels. A wiggle of live worms and a rowboat to take them fishing. And there are 83 more possibilities.

In any case, any winner may change his mind and ask for 100 ft. of dollar bills (\$200) instead.

Each of our 100 winners will receive a letter explaining exactly what the prize includes, what choice there is (if any) of style or color or flavor, and what options there are on deliveries of perishable goods.







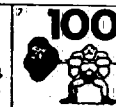














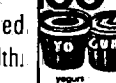



Please read the rules carefully and especially note that each sweepstakes must be entered individually, with each entry mailed separately in its own envelope, and the sweepstakes number in the lower left corner.

Here's hoping you'll win your favorite prize from Benson & Hedges 100's, America's favorite cigarette break.

OFFICIAL RULES - NO PURCHASE REQUIRED

1. Write the number of the sweepstakes you wish to enter in the space provided on the official entry blank, or on a plain piece of 2 1/2 x 3 1/2 paper.
2. Hand-print your name, address and zip code on your entry, include with it the front panels from two packs of Benson & Hedges 100's, Regular or Lights, or the words "Benson & Hedges 100's" hand-printed on a plain piece of paper.
3. Enter as often as you wish, but you may enter only one sweepstakes per entry, and each entry must be mailed separately, to: Benson & Hedges 100's, or the P.O. Box number on the coupon below, Westbury, New York 11591. Entries must be postmarked by February 1, 1975 and received by February 10, 1975.
4. **IMPORTANT:** You must write the numbers of the sweepstakes you are entering on the outside of the envelope, in the lower left-hand corner.
5. Winners will be selected in random drawings from entries for sweepstakes by National Judging Institute, Inc., an independent judging organization, whose decisions and any final appeals will be determined by the same organization. Odds of winning will be determined by the number of entries received for each sweepstakes. Winners will be asked to execute an affidavit of release and eligibility. All prizes will be awarded. Only one prize to a family. Liability for taxes is the sole responsibility of the individual winners. In lieu of any prize, winner may elect to receive a cash award of \$250.
6. Contest open to all U.S. residents over 21 years of age, except employees and their families of Philip Morris, Inc., its advertising agencies and National Judging Institute, Inc. The offer is subject to all federal, state and local laws. Void in Idaho, Missouri, Georgia, and wherever prohibited, restricted or taxed.
7. For a list of winners, send a stamped, self-addressed envelope to: BENSON & HEDGES WINNERS LIST, P.O. Box 3679, Westbury, New York 11591.

18 mg. "tar," 1.2 mg. nicotine, av. per cigarette, FTC Report, Mar. '74.

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| 1  charcoal and barbecue grill | 2  pickled herrings | 3  gymnasium use | 4  paper and electric typewriter | 5  quadraphonic sound | 6  Ford Granada | 7  prunes |
| 8  S&W Green Stamps | 9  dishes and dishwasher | 10  starbites | 11  to spend in the Catskills | 12  rent-a-car use | 13  toothpaste | 14  house paint |
| 15  home sauna | 16  wacky T-shirts | 17  imported wines | 18  assorted frozen potpies | 19  assorted hotel towels | 20  scented soaps | 21  French postcards in Paris |
| Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health. | | | 22  yogurt | 23  carrara and jasper | 24  soft shell crabs | 25  carpeting |

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